

ABSTRACT

An electronic bargaining system enables buyers to bargain with the system in order to negotiate an optimum bargain price; and enables sellers to sell or list their products by bargaining with the system to negotiate the best-offered price. The system permits purchase and sale of goods to be transacted at a bargained for price that represents the best bargain obtained by the parties. A bargained for price for transactions consummated by the electronic bargaining system is reached by the parties in a highly reliable manner. Principal attributes of that bargained for price are those captured by the characterization: "Our Best Bargain, Your Best Bargain".